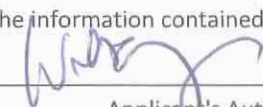


1. Completed Application Form

APPENDIX I- PLANNING GRANT APPLICATION FORM

Applicant (Agency & address - including zip)		Proposed Date of Completion: 11/30/2012	
City of Richmond 450 Civic Center Plaza Richmond, CA 94804		Grant Amount Requested: \$ 895,210	
Check one City <input checked="" type="checkbox"/> County <input type="checkbox"/> MPO <input type="checkbox"/> COG <input type="checkbox"/> RTPA <input type="checkbox"/> JPA <input type="checkbox"/> Joint Proposal <input type="checkbox"/>		If Joint Proposal, list participating entities/ contact person:	
Lead Applicant's Name: City of Richmond			
Title of Proposal (summarize the deliverable to be funded by this grant) Form-Based Code for Richmond's Commercial Corridors			
Applicant's Representative Authorized in Resolution Name: Bill Lindsay Title: City Manager Phone: (510) 621-1264 Email: Bill_Lindsay@ci.richmond.ca.us		Person with Day to Day Responsibility for Plan (if different from Authorized Representative) Name: Lina Velasco Title: Senior Planner Phone: (510) 620-6841 Email: Lina_Velasco@ci.richmond.ca.us	
Check all of the following that are incorporated or applicable to the proposal:			
Focus Area		Program Objectives	
<input checked="" type="checkbox"/> Focus Area # 1		<input checked="" type="checkbox"/> Applying for 20% EDC set aside	
<input type="checkbox"/> Focus Area # 2			
<input type="checkbox"/> Focus Area # 3		<input checked="" type="checkbox"/> Improve air and water quality	
Eligibility Requirements (mandatory)		<input checked="" type="checkbox"/> Promote public health	
<input checked="" type="checkbox"/> Consistent with State Planning Priorities		<input checked="" type="checkbox"/> Promote equity	
<input checked="" type="checkbox"/> Reduces GHG emissions on a permanent basis		<input checked="" type="checkbox"/> Increase affordable housing	
<input checked="" type="checkbox"/> Collaboration requirement		<input checked="" type="checkbox"/> Increase infill and compact development	
Priority Considerations		<input checked="" type="checkbox"/> Revitalize urban and community centers	
<input checked="" type="checkbox"/> Demonstrates collaboration & community involvement		<input checked="" type="checkbox"/> Protect natural resources and agricultural lands	
<input checked="" type="checkbox"/> Addresses climate change impacts		<input checked="" type="checkbox"/> Reduce automobile usage and fuel consumption	
<input checked="" type="checkbox"/> Serves as best practices		<input checked="" type="checkbox"/> Improve infrastructure systems	
<input checked="" type="checkbox"/> Leverages additional resources		<input checked="" type="checkbox"/> Promote water conservation	
<input checked="" type="checkbox"/> Serves an economically disadvantaged community		<input checked="" type="checkbox"/> Promote energy efficiency and conservation	
<input checked="" type="checkbox"/> Serves a severely disadvantaged community		<input checked="" type="checkbox"/> Strengthen the economy	
I certify that the information contained in this plan application, including required attachments, is complete and accurate			
Signature: 		8/31/10	
Applicant's Authorized Representative as shown in Resolution		Date	
Print Name and Title: Bill Lindsay, City Manager			

2. Proposal Summary Statement

The City of Richmond, in partnership with Contra Costa Health Services (CCHS), the Local Government Commission (LGC), and Opticos Design, Inc. is looking to develop a Form-Based Code (FBC) for major commercial corridors within Richmond. The FBC will be an implementation tool that guides the transformation and revitalization of Macdonald Avenue, San Pablo Avenue, and South 23rd Street. The Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC) have identified all three of these corridors as FOCUS Priority Development Areas (PDAs).

The PDAs designate infill development opportunity sites designed to encourage future growth near transit, enhance existing neighborhoods, and provide increased housing and mixed-use choices. The project will address the entirety of the Central Richmond PDA, as well as portions of the South Richmond PDA, and the San Pablo Avenue Corridor PDA.

In 2009, the City began a FBC for a portion of the 23rd Street corridor between Rheem Avenue and the BART tracks to facilitate its revitalization and enhancement. The 23rd Street Code represents an important first step for the City as it begins to reform its outmoded zoning regulations. This project will build upon the 23rd Street FBC, utilizing its regulatory framework to create site-specific FBCs for each of the three corridors through intensive, community-based design processes.¹

FBCs seek to foster predictable built results and a high-quality public realm. As an alternative to conventional zoning, they focus on the creation, revitalization, and preservation of vibrant, walkable urban places. They utilize physical form, rather than use, as their primary organizing principle, and promote standards for both private and public realms.

The FBC will address physical characteristics and standards governing private realm components along the corridors, including building placement, form, height, frontage, and land use, ensuring that new development contributes to walkable urbanism. They will also address public realm components, including roadways, streets, sidewalks, and civic spaces. Special emphasis and analysis will be given to sustainability and public health indicators, ensuring that regulations promote environmentally responsible places that maximize public health benefits.

The 2009 Draft General Plan contemplates broad visions and land use changes for each of the study areas. With regards to 23rd Street and San Pablo Avenue, the General Plan envisions “vibrant, mixed-use, higher density pedestrian and transit-oriented corridors that link key community centers in the City,” while the central portion of Macdonald Avenue is envisioned as a “pedestrian and transit-friendly community hub characterized by mixed-use and higher-density development.”

Current zoning for the corridors, however, is inadequate to fulfill the community’s vision for these areas, and does little to promote environments that are supportive of pedestrians and transit. In many cases, antiquated zoning standards discourage good development form and prohibit mixed-use (e.g. through prohibitive parking standards). Existing standards that emphasize land use over form fail to produce walkable environments and often lead to new development that is incompatible with surrounding neighborhoods.

An FBC for Richmond’s commercial corridors is an important step to implementing the objectives of the Draft General Plan, providing further specificity with regards to land use and intensity, and will ensure that the ABAG’s and MTC’s vision for the Richmond PDAs can be fulfilled.

¹ For more information, a draft of the Vision Plan for the FBC can be viewed at www.ci.richmond.ca.us/DocumentView.aspx?DID=6187

3. Proposal Description

Step 1: Threshold Requirements

1. Describe how the proposal is consistent with the State's Planning Priorities, Section 65041.1 of the Government Code.

- a. Promote infill development and invest in existing communities;

The proposal is to develop a Form-Based Code for three of Richmond's commercial corridors that are also identified as FOCUS Priority Development Areas (PDAs) by the Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC) (see Section 4.b. Work Plan for Area Map). The PDAs designate infill development opportunity sites designed to encourage future growth near transit, enhance existing neighborhoods, and provide increased housing and mixed-use choices. The project will address the entirety of the Central Richmond PDA, as well as portions of the South Richmond PDA, and the San Pablo Avenue Corridor PDA. The FBC will address physical characteristics and standards governing private realm components along the corridors, including building placement, form, height, frontage, and land use, ensuring that new development contributes to walkable urbanism. They will also address public realm components, including roadways, streets, sidewalks, and civic spaces. FBCs remove barriers to infill by simplifying and reducing unnecessary restrictions on allowable uses and setting clear and concise standards for buildings, sites and streets. This streamlines the development review and approval process and ensures results that fulfill the community vision.

- b. Protect, preserve and enhance environmental and agricultural lands, and natural and recreational resources; and

The proposal will focus development inward, thereby, reducing impacts on the City's shoreline and wild parkland resources. Improving the livability of the urban core and directing future development inward at higher densities than current zoning regulations allow will also take pressure off of further encroachment into undeveloped open space and create opportunities for restoration of degraded lands. The public and private realm will also include regulations that promote transit, walking, and bicycling.

- c. **Encourage location and resource efficient development.**

The FBC will direct intensification of development where public infrastructure already exists. A mix of uses and higher densities within the FBC areas will facilitate development of jobs and services near housing and transit. The Code will also imbed requirements for sustainable infrastructure and buildings that will improve air and water quality.

2. Describe how the Proposal will (and include in work plan) reduce, on as permanent a basis that is feasible, greenhouse gas emission consistent with:

- a. California's Global Warming Solution Act of 2006

- i. How will the Proposal reduce greenhouse emission as compared with business as usual through 2020 and beyond?

The compact, mixed-use land use pattern with access to public transit that will be implemented by the FBC will decrease reliance on automobiles as the main mode of transportation compared to the business-as-usual development scenario. Improvements to the public realm coordinated with improvements to the private realm to create safe, convenient, high quality pedestrian and bicycle environments will further reduce reliance on cars, especially for short local trips. New compact, mixed-use infill projects and renovation of older buildings will also result in lower building energy use and greenhouse gas emissions from power plants.

- ii. Identify the indicators

A reduction of vehicle miles traveled per household, increased proportion of trips made by public transit, walking and bicycling, reduction in energy consumption per capita, increased number of LEED (Leadership in Energy and Environmental Design) and Build-It GreenPoint Rated buildings, and increased rehabilitation and upgrade of older buildings to current Title 24 energy efficiency standards.

b. Any applicable regional plan

i. Cite any applicable regional plan(s)

The project is consistent with (1) the FOCUS plan developed by MTC and ABAG with extensive stakeholder input, the region's blueprint plan for implementing SB375, and (2) the Bay Area Regional Agency Climate Protection Program developed by MTC, ABAG, BAAQMD, and BCDC.

ii. Describe how your Proposal will be consistent with the greenhouse gas emission reduction strategies in the applicable regional plans.

(1) FOCUS Plan: The FOCUS plan sets out Priority Development Areas (PDAs), which are locally designated and regionally adopted areas for focusing housing and commercial development near transit. This project will further the implementation of three corridors in Richmond that have been designated as PDAs, Macdonald Avenue, San Pablo Avenue and South 23rd Street.

(2) Bay Area Regional Agency Climate Protection Program: The Climate Protection program, developed by four major Bay Area regional agencies, identifies the link of land use and transit—concentrating any new development in the region to transit stations—as a major strategy in greenhouse gas emissions, and identifies creating walkable neighborhoods as another major strategy. This project implements both of these strategies.

3. Meet the Collaboration Requirements of the focus area applicable to the Proposal (See Section II).

a. See Section III, Focusing Funds, for the Collaboration Requirements applicable to the Proposal.

The proposal is to develop a FBC for three of Richmond's commercial corridors that are also identified as FOCUS Priority Development Areas (PDAs) by the Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC). ABAG and MTC are charged with preparing and adopting the Sustainable Communities Strategy to implement Senate Bill 375 in our region. The PDAs designate infill development opportunity sites designed to encourage future growth near transit, enhance existing neighborhoods, and provide increased housing and mixed-use choices. PDAs will play an important role in implementing SB 375 and the proposal supports three PDAs in the region, making it consistent with the regional blueprint plan.

Step 2: Program Objectives

The proposal is to develop a FBC for three of Richmond's commercial corridors that are also identified as FOCUS PDAs by the ABAG and the MTC. The PDAs designate infill development opportunity sites designed to encourage future growth near transit, enhance existing neighborhoods, and provide increased housing and mixed-use choices. The FBC will address physical characteristics and standards governing private realm components along the corridors, including building placement, form, height, frontage, and land use, ensuring that new development contributes to walkable urbanism. They will also address public realm components, including roadways, streets, sidewalks, and civic spaces. Special emphasis and analysis will be given to sustainability and public health indicators, ensuring that regulations promote environmentally responsible places that maximize public health benefits.

- **Improve Air Quality:** The compact, mixed-use land use pattern coupled with a complete pedestrian and bicycle network will decrease reliance on automobiles as the main mode of transportation. The reduction of vehicle miles traveled (VMT) per household in Richmond will result in reducing greenhouse gas emissions compared to business-as-usual development scenario. The Intermodal transit station (BART, AC Transit & AMTRAK) will connect Richmond to other parts of the region thus further decreasing the dependence on automobiles. Anticipated Indicators: Reduction in vehicle miles traveled (VMT) per household to measure the decrease in pollutant emissions such as particulate matter, and ozone precursors (hydrocarbons and oxides of nitrogen) measure and reduction in greenhouse gas emissions from motor vehicles.
- **Improve Water Quality:** The FBC will be in accordance with the City's General Plan, the Contra Costa Clean Water Program, and East Bay Municipal Utilities District policies for storm water run-off. The FBC will call for narrow streets and will incorporate "green street" features that use vegetation and trees to slow runoff and allow for infiltration in planting strips and swales. Anticipated Indicators: Reduced surface area of streets; Increased surface area for natural infiltration of water on streets, sidewalks, and building sites.
- **Promote Public Health:** The FBC will incorporate design features that increase walking and bicycling and thus allow for routine physical activity. These "complete streets" features will include narrow, traffic calmed streets, sidewalks with buffers to the street, safe crossings, short blocks, well-connected street networks and access to transit and nearby destinations. The plan will identify opportunities for off-road trail networks for walking and bicycling. The FBC will also encourage a mix of uses to encourage the development of "complete neighborhoods". Anticipated Indicators: Increased walking and bicycling to transit and other services; Decrease in number and rate of vehicle, bicycle and pedestrian injury collisions; and increase in proportion of households within ½ mile of a grocery store, school, park and community center.
- **Promote Equity:** The median household income in Richmond is \$52,322. This is below 60% of the statewide median, and as defined by the grant guidelines is a "Severely Disadvantaged Community." The FBC calls for a complete pedestrian network that connects members of the community to employment, recreational, social and entertainment centers within Richmond and also to surrounding city centers. These connections along with the provision of transit will provide access to jobs and services to low-income residents who are less likely to own a car. Anticipated Indicators: Increased access to local services and to transit for low-income residents; Decreased proportion of average income spent on transportation expenses
- **Increase Housing Affordability:** Varied housing opportunities from medium to high density residential within the corridors will provide housing for households of varied income levels. Opportunities and incentives to provide affordable housing will be integrated into the FBC in accordance with existing General Plan policies and the City's inclusionary housing ordinance. Anticipated Indicators: Increased percentage of housing units for low- and very low-income residents; Increased range of housing types and sizes; Decreased proportion of average income spent on transportation expenses
- **Promote Infill and Compact Development:** The FBC will focus compact mixed development along the commercial corridors and near the Intermodal transit station. The FBC will promote infill development as well as rehabilitating, maintaining and improving existing infrastructure. It will also provide opportunities for more compact commercial, business, and residential development around the downtown core. Anticipated Indicators: Provision for development close to the transit station at densities above 40 units/acre.
- **Revitalize Urban and Community Centers:** The FBC will help revitalize the Macdonald Avenue, 23rd Street, and San Pablo Avenue corridors by building upon the existing community and filling in and densifying where appropriate. Anticipated Indicators: Additional square feet of commercial and residential development along corridor.

- **Protect Natural Resources and Agricultural Land:** The FBC will concentrate development along the corridors and in-ward, thus protecting the outlying rural, agricultural and environmentally sensitive areas that otherwise might be overrun by future growth. Anticipated Indicators: Increased acres of agricultural and resource lands in outlying areas that are spared from development.
- **Reduce Automobile Use and Fuel Consumption:** Dependence on automobiles as the main mode of transportation will decrease as access to other modes of transportation and varied housing opportunities along the corridors are made available. See discussion above under “Improve Air Quality”. Anticipated Indicators: Increased proportion of trips made by public transit; Increased proportion of trips made by walking and bicycling; Reduction in vehicle miles traveled
- **Improve Infrastructure Systems:** The FBC will begin to identify infrastructure needs along the corridors with the density increases and infill development. The emphasis on compact development will help insure more efficient use of infrastructure systems. In addition, design standards for new development will support use of infrastructure systems that are resource efficient. Examples include use of solar panels for electricity, solar water heaters, reduced flow toilets, grey water irrigation systems, increased use of day-lighting, use of desert cooler and whole house fan systems, etc. Anticipated Indicators: Reduced linear feet of water, sewer, and electrical lines as compared to conventional, low density development.
- **Promote Water Conservation:** The FBC will promote water efficient landscaping in accordance with EBMUD’s Plants and Landscapes for Summer Dry Climates and the Contra Costa Clean Water Program. Anticipated Indicators: Increased water conservation techniques, such as groundwater recharge basins, drought tolerant landscaping, and water recycling, as appropriate.
- **Promote Energy Efficiency and Conservation:** The FBC will support development that makes efficient use of energy and conserves resources in accordance with the City’s Green building Ordinances. This will be accomplished through both site planning that makes maximum use of solar orientation for buildings, landscaping to provide shading during the summer and solar access during the winter, as well as recommendations for individual building design features that go beyond Title 24 energy efficiency standards. Anticipated Indicators: Reduced energy consumption per capita; Increased rehabilitation and upgrade of older buildings to current Title 24 energy efficiency standards; and increased number of LEED certified and Build-it GreenPoint Rated buildings
- **Strengthen the Economy:** The FBC will provide a viable land use plan to generate employment where most appropriate (i.e., with convenient access to multi-modal transportation options, on underutilized and/or vacant parcels in close proximity to workers, etc.). The compact, mixed land use pattern supported by this project will improve the relationship between jobs and housing opportunities in order to allow residents to both work and live in Richmond; as well as promote commercial and business development to grow in the community. The emphasis on walkable environments will help insure that the workforce can access jobs and services and will help support local retail in the project area. Anticipated Indicators: Increased formation of new businesses in the project area; Increased jobs to housing ratio.

Step 3: Priority Considerations

1. Proposal demonstrates ongoing collaboration with state, regional and local, public and private stakeholders and community involvement (include in work plan).

- a. Describe tasks undertaken by all entities involved in the work plan.

City of Richmond will be the Administrative Lead for the grant and will manage overall work-effort to ensure timely completion of tasks and budget; provide data including spatial information and socio-economic data for future land uses; assist in community engagement, public hearings, and input during planning process; conduct local outreach efforts through media and web development; review and provide feedback on all draft reports; assist in translation of documents to Spanish; provide technical expertise to consultant team regarding city regulations; participate in planning activities, including stakeholder meetings; engage local partners in the design process;

coordinate facilities, food, and equipment for charrettes; and provide timely project reporting and contracting necessary to administer the grant.

Opticos will be the Lead Consultant for the grant and will assemble and analyze data; Complete background research of project area; coordinate work of the economics, transportation planning and civil engineering consultants; Lead charrette and workshops; lead preparation of the draft and final versions of FBC; retain an Economics Consultant and Land Use Planning consultant to assist in the visioning and code development

Local Government Commission (LGC) will coordinate and provide public education throughout the project; conduct media and outreach activities to promote events; organize and facilitate focus group meetings, community workshops and public input activities; assist in preparing the draft and final version of the FBC.

Contra Costa Health Services (CCHS) will develop a Health Impact Assessment (HIA); engage community members and stakeholders to solicit their input about health concerns and priorities;; provide education about the health impacts of land use and transportation planning; participate in the charrettes; provide recommendations about proposed design options in terms of their health impacts; participate in preparing draft and final versions of the FBC.

Land Use Planning consultant – Assemble and analyze impediments to development within the existing Richmond zoning code and other regulatory documents; ensure consistency and successful integration of the Form-Based Code into the existing Zoning Code, General Plan, and other regulatory documents; participate in preparing draft and final versions of the FBC.

Transportation Planning consultant – Assemble and analyze data on travel patterns, parking demands; make recommendations about Transportation Demand Management techniques that can be applied to promote walkable, bicycle friendly environments; coordinate closely with other consultants; participate in charrettes; assist in preparing draft and final versions of the FBC.

Civil Engineering consultant – Assemble and analyze data on infrastructure (water, sewer, energy, etc.); coordinate closely with other consultants; participate in charrettes; assist in preparing draft and final versions of the FBC.

Economics consultant – Assemble and analyze data on housing (affordable and market rate) needs and project how different development patterns will impact housing demand; analyze the potential for creating new jobs in the area and provide recommendations about the need for retail, commercial and industrial land uses; provide recommendations for developing a sustainable economic system; coordinate closely with other consultants; participate in charrettes; assist in preparing draft and final versions of the FBC.

- b. Describe how other entities will be engaged in the development and/ or implementation of the Proposal (e.g., local governments, state entities, COGs, MPOs, transit agencies, health agencies, air districts, local businesses, landowners, general public, environmental groups, low income households and/ or groups that represent them, etc).

The Project Team will conduct focus group meetings with various government and quasi-government entities that are active in transportation, sustainability and land use planning decisions in Richmond including:

- Surrounding cities: San Pablo, and El Cerrito;
- ABAG & MTC
- Caltrans
- Transit agencies: BART, AC Transit,
- Economic Development Agency,

- East Bay Municipal Utilities District (EBMUD)
- Parks/Open Space Districts: East Bay Regional Parks District, National Park Service, &

This process will solicit comments and concerns early on in the planning process, which will be shared with residents and business owners at the public workshops as outlined in the work-plan.

c. Describe how the community will be engaged in the planning process.

The consultant team will solicit input from the Richmond community and surrounding area residents in several ways. Early in the project, an Advisory Group of 8 to 15 individuals will be assembled representing various agencies as well as the community. The Advisory Group will meet on several occasions and will provide input and assist with outreach efforts throughout the project. To reach a broad audience, the consultant team will organize three four-day charrettes to bring together residents, staff and technical experts to explore the issues and develop detailed recommendations for the Form-Based Code in regards to land use, housing, transportation, infrastructure, and economic development. The charrettes will provide multiple opportunities for residents and stakeholders to participate in the planning process through focus groups, design workshops, walk audits, design tables, etc. Following the charrettes, the Project Team will prepare a visioning document that will be presented back to the community at a follow-up series of meetings and workshops. To publicize all the events, the Design Team will produce and distribute flyers, invitation letters, posters, and newspaper ads to community members, business owners, elected officials, county government organizations, developers, land owners, and the media. The project team will also secure meeting facilities, snacks, incentives, dates for events, travel arrangements, etc. Input from groups that are often disenfranchised from the planning process will be encouraged by working with community groups that represent these populations and providing information in English and Spanish.

The following community groups and stakeholder representatives will be invited to attend these workshops (this list is not exhaustive; other community groups identified in the planning process will be notified): 23rd Street Merchants Association, Richmond Main Street, Richmond Neighborhood Coordinating Council, Richmond Chamber of Commerce, Richmond Spokes, Kaiser Permanente, and Richmond Community Foundation.

2. Proposal demonstrates strategies or outcomes that can serve as best practices (BPS) for communities across the state. Note: proposals funded by the grant must be posted on web-site.

a. Does the proposal include tools or processes that could be easily accessed and used by other government agencies to develop plans or strategies for sustainable communities?

The development of the project will include a community engagement process (outlined in the work-plan) that could serve as a model for improving sustainability in other communities. Engagement strategies will be described in the final report and on the project web site. The development of a form-based code that can help facilitate implementation of infill projects will also serve as a best practice for other communities.

b. How will your agency promote and share the Proposal's information, tools or processes?

Community outreach events and public hearings that are outlined in the work-plan will be advertised in local newspapers, media as well as a project web site. Community members and stakeholders will be able to track the project's progress and outcomes online through the web site.

3. Proposal is leveraged with additional resources, in-kind or funds. Identify in Appendix L, Budget.

a. Identify funding sources and amount already committed to the proposal and expected timing of funds. Detail whether funds are in the form of cash contributions, in-kind services, volunteer effort, donated labor or materials, technical expertise, etc.

The in-kind match will be in the form of in-kind staff labor and expertise directly related to carrying out the proposed project. A small cash match has also been allocated to 2009-2010 budget for presenting the FBC to the City Council for adoption. This money was part of the 23rd Street FBC that currently underway.

- b. Identify potential future funding sources and the amount expected to be committed to the proposal. Detail whether funds are in the form of cash contributions, in-kind services, volunteer effort, donated labor or materials, technical expertise, etc.

The funding committed to this program is from the current 2010-2011 budget; expenditure from future funding sources for in-kind staff time will be included in the 2011-2012 budget. Please refer to answer 3a for additional details.

4. Proposal Addresses Climate Change Impacts.

- a. Identify the potential climate change impacts on the population, or human or natural areas, or systems most vulnerable to those impacts within the planning area.

Richmond is located near two major interstate highways, I-80 and I-580. The City has been reported as suffering from poor air quality from ozone precursor and particulate matter emissions associated with sprawl. According to Contra Costa Health Indicators Report 2002-2004, Richmond is a high risk community in regards to heart disease, all cancers, un-intentional injuries, homicides, and diabetes. Climate change can be expected to impact Richmond in several ways. Projected increases in temperature and precipitation changes, increased transmission of infectious diseases, and higher air pollution levels could significantly impact public health and mortality rates in sensitive populations. As a coastline community, Richmond could suffer extensive and irreversible damage as sea levels rise over the next century.

- b. How does the proposal improve adaptation to the impacts for these populations, human or natural areas, or systems?

Much of the traditional development in the region has produced conventional, low-density, auto-oriented suburban sprawl with single-use neighborhoods that lack a sense of place. These developments create neighborhoods where residents must rely on cars to get to work, school, shopping and most other destinations, which worsen air quality and increase greenhouse gas emissions. The proposed FBC for important commercial corridors in Richmond will ensure that new developments incorporate smart growth principles that create livable neighborhoods where people can safely and conveniently walk, bicycle and use transit to access more destinations. As a result of the FBC, we will be able to increase resiliency and reduce climate change impacts on our population and the environment.

5. Proposal serves an economically disadvantaged community.

- a. How will this proposal specifically benefit a disadvantaged or severely disadvantaged community?

Total existing population of Richmond is approximately 99,318 residents. The majority of the planning area falls within a "severely disadvantaged community". The median household income of Richmond is \$52,322 less than 60% of the statewide average of \$61,017 (2008 U.S. Census). The FBC for Richmond's Commercial Corridors will provide additional employment opportunities to the existing population as more jobs are located close to housing and as connections to other parts of the region via transit are improved.

- b. Discuss how the economically disadvantaged community has been and will continue to be engaged and participate in the development of the proposal.

As outlined in Appendix M (work plan), the Project Team will include an Outreach Specialist that has experience working with diverse populations. The process used will provide residents with

multiple opportunities to participate in the planning process. A special effort will be made to reach out to low-income and disadvantaged residents of Latino and African descent. Native Spanish speakers will help facilitate the workshops and give presentations to insure that the Spanish-speaking population has a chance to participate and be heard.

Step 4: Organizational Capacity

1. What is your organization's experience in completing this type of Proposal or similar Proposals? Is the expertise needed for the successful development of the Proposal available within the organization? If not, how do you plan to acquire it?

In 2009, the City began the development of its first Form-Based Code for a commercial corridor. The City selected a portion of 23rd Street that had undergone a public process for developing a new streetscape design. Building upon the synergy that existed in the area, the City, with the assistance of Opticos Design, began a community input process to develop a vision and FBC for the corridor. The City is reviewing the administrative draft FBC. The City knows what is needed to develop a form-based code and has established relationships with the project consultants and community-based organizations working on health, land use, and environmental issues in the community

The City will hire consultants to develop the FBC. Opticos Design, Inc. will lead the project consultant team. Opticos Design is an architecture and urban design firm whose focus is creating vibrant, healthy, sustainable urban places. Since the firm's inception in 2000, they have designed and contributed to a variety of award-winning projects that promote innovative, mixed-use neighborhoods oriented toward pedestrians and transit. In addition, Opticos is a nationally-recognized leader in the application of Form-Based Coding. Opticos principals Karen Parolek and Daniel Parolek are coauthors of *Form-Based Codes: A Guide for Planners, Urban Designers, Municipalities, and Developers*, a book that reviewers are calling "the definitive handbook" on Form-Based Coding. Karen and Daniel are also founding board members of the Form-Based Code Institute (FBCI), through which they teach a wide variety of courses across the country.

The Local Government Commission is a 501(c) 3 non-profit membership organization that has been assisting California local governments for over 25 years. The LGC assists localities in creating more economically vibrant, environmentally sustainable, and civically involved communities and wrote some of the first guidebooks for policymakers on infill development, transit-oriented development and street design. The LGC has conducted well over thirty design charrette events throughout California in the last 8 years. In 2008, the LGC partnered with the City of Richmond to prepare a Pedestrian plan with a grant from Caltrans.

2. Do you have active partners that will help develop the Proposal? How?

The City of Richmond has a well-established and positive partnership with the firms that will make up the project consultant team. Recent areas of collaboration with CCHS Public Health Division include the preparation and implementation of the City's Community Health and Wellness Element that was developed as part of the General Plan Update, involvement in planning for streetscape and form-based code planning for a portion of 23rd Street, and preparation of the City's Bicycle and Pedestrian plans. The City has also worked with Opticos Design and Fehr and Peers in the development of the 23rd Street FBC. Fehr and Peers and the LGC were part of the consultant team that is working on the Pedestrian Plan in coordination with the Bicycle Plan. The City has also worked with Sherwood Engineers in developing sustainable maintenance, site and infrastructure recommendations for a National Register of Historic Places district in Richmond.

The project partners and roles are as follows:

City of Richmond. The City is the lead applicant and will be the primary recipient of the grant funding. Therefore, the City Manager will execute necessary contracts with the Strategic Growth Council

and grant partners, oversee the selection process for the grant consultants, review grant products, and perform grant administration functions as required. Upon receipt of the grant, the Department of Planning & Building Services will identify the necessary staff members to participate in and manage all aspects of this grant proposal as outlined in the prior sections as well as work-plan for this proposal.

Opticos Design, Inc. Opticos Design, the planning and urban design consultant, will lead the preparation of the FBC. Opticos Design has extensive planning and urban design experience in California cities as well as expertise in innovative transit-oriented, sustainable development and Smart Growth. They will conduct extensive analysis and background research of the project area, participate in the community charrettes, coordinate with the economics, transportation planning and civil engineering consultants, and lead preparation of draft and final versions of the FBC. Opticos Design will also retain an Economics Consultant and Land Use Planning consultant to assist in the visioning and code development. The economics consultant will analyze existing needs for housing (affordable and market rate) and will project how different development patterns will impact demand. The consultant will also analyze the potential for creating new jobs in the area and will make recommendations about the need for retail, commercial and industrial land uses. The consultant will participate in the community charrettes and provide recommendations for developing a sustainable economic system. The consultant will assist the planning consultant in incorporating these recommendations and concepts into the draft and final versions of the FBC. The land use planning consultant will help analyze impediments to development within the existing zoning code and other regulatory documents. The land use planning consultant will also help ensure consistency and successful integration of the Form-Based Code into the existing Zoning Code, General Plan, and other regulatory documents.

Local Government Commission (LGC). The LGC will be responsible for coordinating and providing public education throughout the project, conducting media and outreach activities to promote events, organizing and facilitating focus group meetings, community workshops and public input activities. LGC will assist in preparing the draft and final plans.

Contra Costa Health Services (CCHS). CCHS has a strong reputation among California health departments for their involvement in land use and transportation planning and has provided invaluable data and technical assistance to the City. CCHS will develop a Health Impact Assessment (HIA) to assess the impact of proposed project elements on the health of community members. As part of the scoping for the HIA, CCHS will engage community members and stakeholders to solicit their input about health concerns and priorities, and help educate them about the health impacts of land use and transportation planning. CCHS will participate in the community charrettes and provide recommendations about proposed design options in terms of their health impact. The consultant will assist the planning consultant in assembling the draft and final versions of the FBC.

Transportation Planning and Parking Consultant: Fehr and Peers, the transportation planning and parking consultant, has expertise in transit-oriented development and the design of walkable, bicycle-friendly environments. The consultant will analyze existing travel patterns in the area and will project how different development patterns will impact future travel. The consultant will also look at the various impacts of parking and appropriate Transportation Demand Management techniques that can be applied in order to promote walkable, bicycle friendly environments. The consultant will participate in the community charrettes and provide recommendations for developing a sustainable transportation system. The transportation planning and parking consultant will assist the planning consultant in incorporating their recommendations into the draft and final versions of the FBC.

Civil Engineering and Sustainable Infrastructure Consultant: Sherwood Design Engineers, the civil engineering and sustainable infrastructure consultant, has expertise in sustainable infrastructure systems including energy and water systems. They will analyze existing and future infrastructure in the area and will project how different development patterns will impact future energy and water use. The engineering consultant will participate in the community charrettes and provide recommendations for implementing sustainable energy and water systems in developments and street design. The

engineering consultant will assist the planning consultant in incorporating sustainability components into the draft and final versions of the FBC.

3. How will the Proposal be kept on schedule and within budget?

The project is being managed by staff and a consultant with extensive experience in conducting complex planning efforts. Their experience brings assurance that the tasks, timeline, and budget are reasonable for a project of this scope. The City will be responsible for tracking deliverables in accordance with the proposed timeline to make sure that the project stays on course.

In addition, the work effort on this project will be guided by an advisory group with a variety of representatives from the community. This advisory group will help ensure that the process represents this diverse community, moves smoothly, and that any unforeseen obstacles can be addressed. The Project Team will also be in regular contact via phone and e-mail to make sure that the project is proceeding according to the work plan and budget.

4. If the Proposal goes over budget, explain your contingency plan to cover the cost.

The City Planning & Building Services Department has very capable staff, which will be able to assist the Project Team in monitoring the project budget (Appendix L) as well as project milestones (Appendix M). If the proposal goes over budget, the City will discuss scaling back the scope with the Strategic Growth Council (SGC) or find additional funding to insure that the project can be completed successfully.

5. Identify in the work plan how the proposal will be implemented, including zoning updates if applicable.

The work plan describes the steps that will be taken to develop the FBC and revise zoning codes for this area. The FBC will be formerly incorporated into the zoning Ordinance. The zoning text amendment will be presented to the Planning Commission for recommendation to the City Council and to the City Council for approval. The FBC will include text, graphics and photographs to clearly illustrate regulations and requirements for development along the corridors. The work plan lays out an iterative process for the development and refinement of the form-based code. The General Plan update calls for the development of a FBC along key corridors and activity nodes, making the project consistent with the General Plan. Once adopted, new infill development will be able to move through the process expeditiously.